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**SENT VIA E-MAIL**

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**SUBJECT: MONARCH/BEST VALUE E.D.L.P. CONTRACTS**

As a follow-up to my letter outlining the guidelines for the use of Monarch/Best Value E.D.L.P. contracts in the Sales Area, listed below you will find guidelines covering the display of products under the E.D.L.P. contract:

**1st priority** - A separate non-paid display, similar to required by our Forsyth Private Label contract, should be secured. The rows on this display should not count towards RJR's required rows for our contracted displays.

While this display requirement should be your first priority, it should not be a final "deal breaker".

**2nd priority** - If a separate non-paid display cannot be secured for the E.D.L.P. contract brand, it is permissible to split the contracted display between Doral and the E.D.L.P. brand. Every effort should be made to increase the size of the contracted display to ensure adequate facings are available for both families.

It is recommended when the display is shared between two families that the display be vertically split. This should allow for separate advertising pieces at the top of the display, along with the communication of the price for each brand.

Hopefully, these guidelines should allow us to ensure we maximize the impact of these E.D.L.P. contracts by ensuring the products receive adequate display presence.

Call if you have any questions.

*Don*  
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